

MERCATOR:

O R,

Commerce Retrieved,

BEING

CONSIDERATIONS on the State of the *British Trade*, &c.

From Saturday, November 7. to Tuesday, November 10 1713.

The general Proposition repeated, that by the taking off the Duties in France, our Exportations shall be greater than they were before the War.

The Proof of it repeated from the last Mercator.

The only Cavil at this, is that slanderous Supposition, that the French can make our Manufactures better and cheaper, than the English.

The Treachery and Falshood of that Report exposed.

Our Turkey Merchants are Witnesses to the Falshood of it by the Quantity of Goods they are now shipping to Turkey.

Cheapness or Dearness depends upon the Goodness of the Manufactures, not the Price.

THE *MERCATOR* had laid down a Proposition, which, as he believes, is made so apparent, that nothing can be clearer, (viz.) That as upon laying on the high Duties in France on the Goods of the Growth and Manufacture of England, the Demand for those Goods Decreased, and the Exportation of them sunk; so upon taking off those high Duties again, and reducing the Terms of Trade, to what they were before, (viz.) at the Year 1664, the Demand and Exportation will accordingly Encrease.

This the *MERCATOR* thinks is an Effectual proving, what was advanced at first, (viz.) *That if the Treaty of Commerce takes place, and is made Effectual, our Exportations shall be more than they were before.*

One would think, Cavil it self would be put to Silence in a Truth so pungent as this, nor indeed can any thing be modestly offered against it. But the Opposers of these things are of the Number of those, who will not be Silenced, when they are Convinced.

The only thing offered against it is a Presumption, that the French can make our Manufactures as well as we do, and have no want of ours.

This, if Demonstration it self could Convince Men, is contradicted every Day by the Entries made at the Custom-house of English Manufactures, as well Woollen as others, sent to France NOW, even NOW I say, while the Duties in France are from 50 to 70 per Cent. upon their Value: And what is still more astonishing is, that some of these Goods are Exported by those very People, who assist in the Clamours against the Trade.

The *MERCATOR* has for this End, given an Account in every Paper of the Goods Entred for France, that the Injur'd People of England may see for themselves, what the Trade for France now is, and may judge thereby, what it would be if the Treaty were made Effectual, and that they may judge, whether it is likely, that the French can be such Masters of our Manufactures, when they will buy of us, and pay 50 to 70 per Cent. Custom.

The scandalous Pretence of the French working Cheaper than the English, and therefore out-doing us in our Manufactures, has been Confuted and Exposed;

and it is hoped, however these Men may justly be reputed Enemies to their Country in Opposing a Trade so advantageous to it as this is, they will forbear Slandering their Country too; and telling the World, that the French can make the Woollen Manufactures Cheaper than we do; for if they are not Better, they are not Cheaper.

If this was not an Age, when Blushes are out of fashion, it would astonish Men to think, that People, who call themselves Englishmen and British Merchants, can shew their Faces in their Country, and pretend to publish that in Print, which were it Matter of Fact, would be the Ruine of the Nation.

What sort of Men are these transform'd to! and with what Satisfaction of Mind can they Reflect on themselves, when the only Safety and Prosperity of their Country depends upon this, that what they have published is a Cursed Traiterous Falshood!

What would become of the English Commerce, if the French could make the Woollen Manufactures as good and cheaper than the English! and then for Englishmen to tell this, if it were true! Much more, when the whole World Envy's this Island because it is false; and thereby acknowledge, that the English Manufacture is superior to all the World both in Goodness and Cheapness.

The *MERCATOR* is not partial in this to his own Country, the Testimony is Universal, it is acknowledged in all the Markets in Christendom, and this shall pass for an unanswerable Evidence against these Slanderers of their Country; If the French make our Manufactures Cheaper and as Good as we do, why have we any Market at all abroad? Why do not theirs sell, and ours lie on Hand?

Take the Turkey Trade in particular: It is well known, the French can carry their Goods to Smirna, Aleppo, Alexandria and Constantinople, much Cheaper than we can with respect to Freight, the Port of Marseilles being Two thirds of the Voyage: That they have great Quantities of their Cloth, such as it is, at all those Markets is true, and ever had so before the War, and before those things were talked of; and that they Sell it Cheaper than ours, will be granted: Yet if the Favourers of



This scandalous Supposition will but give themselves leave to examine the Entries at our Custom-house, even now, they will find within this few Months above twenty thousand Pieces of English Broad-Cloths and English Perpetuanas shipp'd for Turkey: Let these few Inferences from this part then be considered.

-29- If the French Goods were as good as the English, why do they sell cheaper?

If the English were no better than the French, why do they sell dearer?

If the English Goods are not so Good, nor so Cheap as the French, why do they sell at all?

But above all, if the English Goods were not better than the French, and cheaper in proportion to that Goodness, how comes it to pass, that the French Goods lie on hand when the English sell, and that the French cannot sell a Piece of Cloth till the English are all sold and gone, as is often the Case, and for the Truth of which, the *MERCATOR* appeals to the Turkey Merchants, nay even to the French Turkey Merchants themselves?

What a Shame to the English Nation would it be, if a Turkish Merchant should come to an English Factor at Smyrna, and shew him a Paper Printed at London, and Written by any English-man, who says, he has the Judgment of the best Merchants in the Kingdom for what he says; or suppose it written by any other, affirming, that the French make our Broad-cloth cheaper than we can, and that they have our Workmen and our Materials, and will soon have all our Trade from us: What would the English Factor answer? Would he not say, Sir, that such a Paper may be Printed in my Country I will not dispute; but if you please to come into my Warehouse, I'll convince you, that the Fact is not true, by shewing you such English Cloth, as no French Merchant can match. How will the Mahometan stroak his Beard, and curse the very Nation of Christians, that can produce such unnatural treacherous People, who will not only under-rate their own Country, but falsly advance the Rate of their Enemies, to carry on private Enmities and Party-Quarrels.

Did ever any Man think these Men would have gone this Length, and rather venture injuring the Reputation of their Country, and the Credit of our Trade in Foreign Parts, than not have something to say?

But to go farther, If the English Factor should after this shew the Turk our Custom-house Bills of Entry, where it would appear, that the French are so far from making their Cloth so good as ours, and supplying the Markets in Turkey with it, that they can't supply themselves; that their Gentlemen will not wear their own Cloth, if they can get ours; and that they are so eager to have it now, before the high Duties are taken off, that they will pay 120 Livres a Piece Duty for it, which is six Shillings an Ell, rather than be without it;

What then would the Turks say? Would he not swear by Mahomet, and the Head of his Grandfather, that no Turk in Europe or Asia would be guilty of such a thing? and that the Authors aforesaid, who had Printed, that the French made Cloth cheaper than the English, deserved to be accounted Betrayers and Slanders of their Country, and People, who to gratify their private Passions, would endeavour, as far as they were able, to ruin and destroy their own Trade?

There is one poor pitiful Shift to come off of this by, which it is expected, that these People will hang upon, as long as they can make it pass; (viz.) That they do not say the French can make their Goods better, but that they sell cheaper than the English, and the cheapest Goods will always carry away the Trade.

But let such cavilling People know, that Cheapness or Dearness in Goods are Terms of Trade, which do not respect the Rate of the Goods at all, but the Goodness and Value of the Goods. Silver is of a lower Price than Gold, and Lead than Silver, but the Gold may be cheaper of the Price than the Silver, and the Silver than the Lead. If a Piece of French Cloth is sold at Scanderoon for a hundred Dollars, and a Piece of English for a hundred and ten Dollars, if the English Cloth is twenty Dollars better than the French, the English Cloth is sold cheapest.

As for other Nations making Cloth, and carrying it to Turkey, as both the Dutch and French have always done, we cannot pretend to hinder that; but as long as it is true, that none of their Cloth can come up to the Goodness, or sell for the Price of the English, which ever was and will be the Case, we shall be as we now are, the Top of the Market; and the other Nations do no more than Painters, who make Copies of a Picture, which, tho' they may cheat the World with, and sell a pretty many of, yet they never come up to the Price, or hinder the Sale, of the Original.

The next *MERCATOR* shall give some Account of the Goods just now sent out by our Turkey Merchants, that any one may judge, whether the French are able to hurt us in our Turkey Trade.

ADVERTISEMENT.

On Thursday next will be Publish'd,

THE Character of Richard St—le, Esq; with some Remarks by Toby, Abel's Kinsman, or according to Mr. Calamy A. F. & N. in a Letter to his Godfather: To which will be prefixed, the Effigies of the Author, curiously Engraven on Copper.

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